

**Greer Margolis Mitchell**  
 1010 Wisconsin Ave  
 Suite 800  
 Washington DC 20007

**Barack Obama/ D/ President**  
**Submission Number 101 Issue 1**

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**WYCW-TV**  
 250 International Dr.  
 Spartanburg SC 29303-0328  
 (864) 576-7777 FAX (864) 595-4615



**Client:** Barack Obama/ D/ President

**Buyer:** "

**Schedule Dates:** 09/03/12 to 10/07/12

**Est./PO Number:** 06260793

**Submission Cost:**

**Client/Product/Estimate:**

**Weeks:**

**1685**

**95/101 /1536**

**5**

**Contract type:**

**Political**

**Campaign Ref:**

**E:120802009**

**Sales Rep:**

**HRP Washington, DC**

**Order Ref:**

**06260793**

**Business Type:**

**POLITICAL**

**Business Category:**

**Transactional**

**Original**

**Product:** Obama For America  
**Demographic:** (L) Household

**Booking Group:** WYCW  
**Order:** 1685

**Key Market:** Greenville Spartanburg  
 Asheville

Ref	Sales Product Details	Rate	Spot Type	09/03	09/10	09/17	09/24	10/01	Total	Cost
1	M-F 1035p Seinfeld	50	30	Nbr of Spots	2	2	2	2	8	400
2	M-F 4p Dr Phil	60	30	Nbr of Spots	2	2	2	2	8	400
3	Fri 8p ET / 7p CT Americas Next Top Model	225	30	Nbr of Spots	1	1	1	1	225	225
4	Sun 7p Law & Order S	40	30	Nbr of Spots	1	1	1	1	4	160
5	Wed 9p ET / 8p CT Supernatural ..W....	306	36	Nbr of Spots	1	1	1	1	1	300
6	M-F 4p Dr Phil M.....	50	30	Nbr of Spots	1	1	1	1	4	200
<b>Weekly Totals:</b>				5	6	7	7	1	28	
<b>Total Spots(Ord Spots)</b>										
<b>Grand Totals:</b>										

		Month 9 Weeks: 5				Month 10 Weeks: 4	
Spots	Cost	09/03	09/10	09/17	09/24	10/01	1
26	1685	5	240	290	590	515	50

**Grand Totals:**

**Spots:** 26  
**Gross Total:** 1,685.00  
**Commission:** 252.75  
**Net Total:** 1,432.25

Spots: 100.00



REP HEADLINE# 6260793  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP AUG2/12 16.24  
\*\*\*CHANGES\*\*\* \*\*\* WYCW-TV \*\*\*

LINE#:	REP	CD:	TIME	PERIOD	LGTH	SEC	RATE	START	END	SPTS:	WEEK	DAYs	TOTL:
LINE#:	:	:	:	:	:	:	:	DATE	DATE	/WK:	INVT	:	SPTS:
7	A	800P-900P		30			\$225.00	9/28	9/28	1		FRI	1
PROGRAM : MODEL													
ORD COM1: PROGRAM CHANGE SPOT IS BOOKED PLS ADV													
THIS IS A MAKE-GOOD FOR SEP28 ON LINE-3 FOR 1 SPOT/WK													
STATION MAKEGOOD OFFERS:													
M1	OK'D	BUY#3	MISSD:FRI/800P-900P	SEP28	30S	\$225.00	(AUG2/12)				PLS ADVISE.		
SEP/12	\$1,635.00	OCT/12	OFFER:FRI/800P-900P	SEP28	30S	\$225.00							
CMT:PROGRAM CHANGE													
SPOT IS BOOKED PLS ADV													
CONTRACT TOTAL \$1,685.00													
TOTAL SPOTS 26													

ORDER WORKSHEET TO: MICA HANSEN (H) SENT: AUG2/12 09.12 PAGE 1  
FROM STA WYCW -TV GRNVILLE/SPTNBRG/ASHV \$\$\$ APPROVED ORIGINAL ORDER (REV#0)  
RE: REP HEADLINE# 6260793

AGENCY: GREER, MARGOLIS, MIT BUYER: LAURA BASSETT CONTRACT TOTAL \$1,685.00  
ADVERTISER: POLI/B OBAMA/D/PRE/U ESTIMATE#: 1536 TOTAL SPOTS  
PRODUCT: OBAMA FOR AMERICA SEP4/12 - OCT1/12 (WKS-4)

PREVIOUS REP COMMENT: NEW ORDER TTL 1685 @ 26X  
PLS CFM THANKS, MIKE FOR MICA

STATION MAKEGOOD OFFERS: MISSED: FRI/800P-900P 30S \$225.00 (AUG2/12)  
M1 UNRESL BUY#3 OFFER: FRI/800P-900P 30S \$225.00 PLS ADV  
CMT: PROGRAM CHANGE SPOT IS BOOKED PLS ADV

(AUG2/12)  
PLS ADVISE.



REP HEADLINE# 6260793  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399  
ORDER WORKSHEET

FAX# 703-516-9680  
HARRIS REPORT FROM REP  
AUG1/12 19:48

\*\*\* WYCW-TV \*\*\*

LINE#:	REP :	CD:	TIME	PERIOD	LGTH :	SEC :	RATE	START : DATE	END : DATE	:SPTS: WEEK :	DAYs	:TOTAL: :SPTS:
2			400P-500P		30		\$50.00	9/4	9/28	2	TU-F	8
3	PROGRAM : CON COM1:	DR. PHIL		800P-900P		30						
4	PROGRAM : CON COM1:	DR. PHIL	600P-800P		30		\$225.00	9/28	9/28	1	FRI	1
5	PROGRAM : CON COM1:	DR. PHIL	900P-1000P		30		\$300.00	9/9	9/30	1	SUN	4
6	PROGRAM : CON COM1:	DR. PHIL	400P-500P		30		\$50.00	9/19	9/19	1	WED	1
								9/10	10/1	1	MON	4
SEP/12	\$1,635.00	OCT/12			\$50.00							
								CONTRACT TOTAL SPOTS	\$1,685.00			
								26				

MARKET TOTALS \$228,200 WYCW 1% WLDS 54% WYFF 18% WHNS 12% WSPA 13% WMYA 2% CABL 0%  
ACCURATE SHARES WNEG 0%  
SVC- NSI BOOKS- EST/ES DEMOS- RA35+\*